

Mid-Continent Consortium for International Education

Symposium on México

Saturday, January 31, 2004

8:30-4:00

Lipscomb University, Nashville

— NAFTA —
&
— México —

- NAFTA went into effect exactly 10 years ago.
- Mexico's Per Capita Income rose 24%
- \$12 Billion FDI in Mexico annually
- Exports to Mexico have grown from \$45.29 billion in 1993 to \$113.77 billion in 2001



- In 1993, 20% of Mexican Students finished High School.
- By 2003, the number had increased to 28%.

With the celebration of NAFTA's 10 year anniversary, Dr. Paul Crapo, Chair, Modern Foreign Languages, Director, Center for Global Studies, and Executive Director of the Mid-Continent Consortium for International Education at the University of TN at Martin, has organized a Saturday, January 31, 2004 day-long program with Lipscomb University in Nashville Tennessee.

This full day event will discuss:

1. México and the U.S. as Trading Partners
2. The Growing Hispanic Community in Tennessee
3. Developing Study and Travel Opportunities in México
4. Teaching Students about México and Latin America



Several distinguished guests will be featured:

- Embassy of México's Economic Counselor
- Consul General of the Government of México
- Deputy Trade Commissioner of the México Trade Commission
- Mid-South business community leaders, educators, and a host of area business professionals.

Support for this event provided by:

World Trade Council of Middle Tennessee
New Generations Furniture
QualCast, LLC

The Institute for International and Intercultural Studies, Union University
The Center for Global Studies, University of Tennessee at Martin
Lipscomb University

Cooperating entities: ☐

U.S. Commercial Service/Memphis Export Assistance Center ☐

University of Memphis/Wang Center for International Business, ☐

Education & Research ☐

Mid-Continent Consortium for International Education
SYMPOSIUM ON MEXICO
Lipscomb University, Nashville
(Hall of Fame Room, Allen Arena)
January 31, 2004

- 8:30-9:00** *Registration*
- 9:00-9:20** *Welcome*
Paul Crapo, Executive Director, Mid-Continent Consortium for International Education
W. Craig Bledsoe, Provost, Lipscomb University
- 9:20-9:30** *Overview of the Symposium*
Valery Prill, Dean, College of Arts & Humanities, Lipscomb University
- 9:30-10:15** *Opening Remarks*
Remedios Gomez Arnau, Consul General of Mexico (Atlanta)
- 10:15-11:30** *Mexico and the United States as Trading Partners: an Overview*
Miguel Navarro Sandoval, Deputy Trade Commissioner, Trade Commission of Mexico (Atlanta)
--The U. S. as an Importer of Mexican Goods
Ree Russell, Director, U.S. Commercial Service/Memphis Export Assistance Center
--Tennessee Firms Doing Business with Mexico
Rich Favata, Pres. & Ben Gaines, CEO, New Generations Furniture (Mackenzie, TN)
--Partnering with a Mexican Firm to Expand into the Global Market
Adrian Long, Vice President, QualCast (Nashville)
--Selling to the Mexican Automotive Industry—A Female's Experience
- 11:30-1:00** *Lunch & Keynote Speaker*
Raul Urteaga Trani, Economic Counselor, Embassy of Mexico (Washington, DC)
--NAFTA in Its Second Decade: Successes and Unresolved Problems
- 1:15-2:00** *The Growing Hispanic Community in Tennessee*
Andrés Gallegos, Vice President, Hispanic Business Alliance (Memphis)
--Overview of the Hispanic Community in Memphis
Juan Romo, SuCasa Realty (Memphis)
--Doing Business with the Hispanic Community
José Gonzales, Associate Executive Director, Conexión Américas (Nashville)
--Overview of the Hispanic Community in Nashville
- 2:00-2:45** *Developing Study and Travel Opportunities in Mexico for Students and Teachers*
Ramon Magrans, Professor of Spanish, Austin Peay State University
--APSU Study Abroad Program in Cuernavaca
Randy Garza, Assistant Professor of Spanish, U. of Tennessee at Martin
--Mid-Continent Consortium Study Abroad Program in Guanajuato
Emily Thrush, Professor of English, University of Memphis
--Training Program for High School Teachers in Mexico
- 2:45-3:00** *Break*
- 3:00-3:45** *Teaching our Students about Mexico and Latin-America*
Oralia Preble-Niemi, Professor of Spanish and Head, U. of Tennessee at Chattanooga
--Designing a Mexican/Latin-American Area Studies Minor
Matthew Kenney, Asst. Professor of Political Science, Austin Peay State University
--Public Opinion in Comparative Perspective: The U.S., Mexico & Latin America
Ardis L. Nelson, Professor of Spanish, East Tennessee State University
--The Applied Spanish-Community Studies Minor at ETSU: From Culture Clash to Cultural Competence
- 3:45-4:00** *Summation and Plans for the Future (Valery Prill, Lipscomb University)*

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Registration Form

Pre-registration deadline 1/16/04

Last Name

First Name

Company or Institution

Business Address

City

State

Zip Code

Business Phone

Home Phone

E-mail

The registration fee of \$25 includes program materials, lunch, and refreshments.

Please return this form with check payable to *Mid-Continent Consortium to:*

Lipscomb University
Dr. Valery Prill
Dean, College of Arts & Humanities
3901 Granny White Pike
Nashville, TN 37204

Directions to Lipscomb University:

Directions to Lipscomb are available at: <http://www.lipscomb.edu/default.asp?FP=197>

Lipscomb Contacts: Dr. Valery Prill or Lori Ligon (lori.ligon@lipscomb.edu) 615-279-6044

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